

**CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT  
(CTBID) BOARD**

**AGENDA**

**March 18, 2008**

**11:00 a.m.**

**City of Carlsbad**

**1635 Faraday Avenue, Room 173B  
Carlsbad, CA**

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**NOTICE TO THE PUBLIC:**

1. Meetings are divided into categories shown below
2. When you are called to speak, please come forward and state your name and address.
3. All persons requiring assistance or auxiliary aids in order to effectively participate may contact the Administrative Services Office (760-602-2409) at least 24 hours prior to the meeting to arrange for reasonable accommodations.

**PUBLIC COMMENT:**

If you desire to speak about an item not listed on the agenda, a pink "Time Reservation Request" form should be filed with the Board Minutes Clerk. A total of 15 minutes is provided for the Public Comment portion of the Agenda. Speakers are limited to three (3) minutes each.

If you desire to speak concerning an item listed on the agenda, a white "Time Reservation Request" form should be filed with the Board Minutes Clerk. Each speaker is limited to three (3) minutes each. Please remember to state your name and address for the record.

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**I. CALL TO ORDER                      11:00 a.m.**

**II. ROLL CALL**

**CONSENT CALENDAR:** The items listed under Consent Calendar are considered routine and will be enacted by one motion as listed. There will be no separate discussion on these items prior to the vote, unless an item is removed.

**(C) III. APPROVE MINUTES OF NOVEMBER 13, 2007**

To approve the minutes of the November 13, 2007 meeting of the CTBID Board of Directors.

**(C) IV. AB03-08-24 ACCEPT PERFORMANCE REPORTS FROM CARLSBAD CONVENTION AND VISITORS BUREAU AND SAN DIEGO NORTH CONVENTION AND VISITORS BUREAU**

To accept the reports from the Carlsbad Convention and Visitors Bureau, and the San Diego North Convention and Visitors Bureau for the period ending December 31, 2007.

**V. STAFF REPORT**

Staff will provide the following reports at this time:

- 1) Financial report
- 2) Report on "Intent to Use" filing
- 3) Website update – financial information now available on the CTBID website

**VI. AB03-08-25 PRESENTATION BY SDNCVB**

Presentation by San Diego North Convention and Visitors Bureau on their expansion plans.

**VII. AB03-08-26 APPROVE CTBID GRANT PROGRAM**

Presentation of a formal grant program, per a request at the November 13, 2007 CTBID Board meeting. If program is approved, adopt Resolution #2008-1 appropriating amount of the funding.

**VIII. AB03-08-27 APPROVE MARKETING PLAN PROPOSAL**

Presentation of a proposal by Reint Reinders. If approved, adopt Resolution #2008-2 appropriating funds and awarding contract.

**IX. DISCUSSION ITEMS**

- 1) Consider appointing a sub-committee to develop 2008-09 budget

**X. NEXT MEETING**

The date for the next meeting will be decided. Agenda topics to include:

- 1) Invite Kemper Sports to describe golf package options and to explain their plan to work with hotel properties.

**The remainder of the categories is for reporting purposes. In conformance with the Brown Act, no public testimony and no Board action can occur on these items.**

**GENERAL COUNSEL COMMENT**

**PUBLIC COMMENT**

**ADJOURNMENT**